

FEB.
2-3-4-5
OGDEN

AUTOMOBILE SHOW

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AUTOMOBILE DEALERS AND THE CARS EACH WILL EXHIBIT

CHEESMAN AUTO CO.
Chalmers, Dodge Bros., Hupmobile.

MACK-ROBINSON AUTO CO.
Studebaker Cars.

CADILLAC SALES AND SERVICE CO.
Cadillac and Oakland.

READ MOTOR CAR CO.
Paige, Chevrolet, Monroe.

BINFORD MOTOR CO.
Ford Cars.

SEAGER-WILLIAMS AUTO CO.
Chandler and Dort

BROWNING AUTO AND SUPPLY CO.
Overland and Willys-Knight.

GOODALE-SCOVILLE CO.
Haines, Reo, Grant.

OGDEN MOTOR CAR CO.
Pierce-Arrow, Maxwell, Hudson Super-Six.

WEBER AUTO CO.
Mitchell and Saxon.

FELL AUTO CO.
Oldsmobile-Eight.

WOTHERSPOON AND JOST AUTO CO.
Buick Cars.

AUTOMOBILE ACCESSORY DEALERS WILL EXHIBIT AS FOLLOWS:

GEO. A. LOWE CO., Accessories.

OGDEN ELECTRIC SUPPLY CO., Accessories.

OGDEN PAINT, OIL and GLASS CO., Oils, etc.

SIDNEY STEVENS IMPLEMENT CO., Bodies for Cars.

ANDERSON-LARSON COMPANY, Bodies.

F. W. HOTALING, Motorcycles.

PROUDFIT SPORTING GOODS CO., Tires and Accessories.

A. J. BERRETT, Auto Painting, etc.

FRED M. NYE COMPANY, Auto Clothing, etc.

Great Auto Show Opens On February 2

The managing committee of the big automobile show scheduled for four days next week, beginning Feb. 2, has been busy the past week making arrangements for the big event and everything will be in readiness at the opening in the Dea-Eccles building on the evening of February 2, when Mayor A. R. Heywood will open the show in a speech of congratulation and welcome.

The Mayor will lend his best word of encouragement to the undertaking and will urge the automobile dealers of the city to perpetuate the function, and make it the most interesting show event of the city in the future. The address will be given in the larger room of the show building immediately after an automobile parade. A band will head the parade.

Detailed plans of the parade have not yet been figured out, but the directors of the organization state that perfect arrangements will be made before Wednesday afternoon, the first day of the show. The dealers have a large number of machines in stock and it is expected that most of them will be in the parade. It is also anticipated that businessmen and others of the city will join in the parade, the probability being that more than a hundred autos will be seen. The show will occupy the entire ground floor of the Dea-Eccles building on Twenty-fourth street, between Hudson and Grant avenue, and there will be 40 machines on exhibition.

The show space covers three large rooms, the west room of which will be used exclusively by the accessory dealers. The accessory men will also have the show window space and the display of the numerous independent parts of an automobile. Many unique and up-to-date devices will be shown and the auto fancier will be enabled to see about all that is the latest in auto accomplishments.

The gasoline and oil man will have something to show the people who use machines, and explanations will be given by experts in each particular department.

An interesting feature will be the operation of the entire mechanism of machines exposed to the view of the spectators. The inner parts of the machines will be run by means of electric motors.

It may be expected that every kind of wheel, tire, gearing, machine bed, seats, upholstery, light and power apparatus known to the modern automobile will be shown exhibited. One of the dealers said the other day:

"We expect everybody to have come from Missouri and we are going to be there to show them. The Ogden show will be among the best auto shows given in the state and there will be no disappointments."

The committee on decorations is busy devising plans and specifications and no pains will be spared in covering the main business streets with flags and bunting and other decorative material. It is to be an automobile carnival and all business men are expected to become imbued with the gala day spirit and get busy in the preparation of window display schemes that will be catchy to the autoist. The auto people are going to try hard to please the business men. The slogan is "All Get Together and Stick Together for a Good and Profitable Time." This will apply not only to the first day of the show, but to the entire four days. There will be plenty doing to interest the crowd and, when it is all over, it will be recognized as an event of great magnitude and importance.

There is no question but that next year will be a busy season in auto-mobiling and every person able to support an auto will be anxious to get the best machine for the least money. There are so many new devices that the average purchaser can know but little about them unless he has the opportunity of seeing and having them explained to him. To merely listen to a salesman as he tells of the many advantages of a machine, does not always fill the bill, as it is necessary to see the machine exposed and its parts moving to form a correct idea of effectiveness.

All the kinds of machines known to the trade will be shown and full instructions given respecting their mechanism and big features. The man who does not avail himself of the opportunity of seeing the machines will regret it when he gets ready to purchase.

Weather conditions now indicate that the streets of the city will be in splendid shape for the parade Wednesday afternoon, and it is also likely that railroad blockades will be removed in time to run trains through from the northern men from Logan and other Cache valley, and southern Idaho towns to reach the city for the show. A large delegation is promised from Logan. Special rates are being offered on all railroads.

A FEW WORDS ABOUT A GOOD THING

The heavy increase in the volume of our business for 1915 was largely due to the Automobile Accessory sale, a goodly portion of which was in the sale of Quaker Tires and tubes says Mr. J. R. Cooper, sales manager of the Geo. A. Lowe Company.

"Quaker tires are a revelation, the saying 'once a Quaker always a Quaker' is proved daily at our store. We have discontinued entirely the sale of cheap and medium grade tires," says Mr. Cooper, "and are devoting ourselves exclusively to a high grade tire. We think a strictly high grade tire at a reasonable price is more economical, that it is 'Miles Cheaper' than the tire of average grade and the success we are having in the sale of Quaker tires is proving every day that our views are correct."

"While our stock for 1915 was large and we were able to take care of the trade in a fairly satisfactory manner last year, we will be in five times better shape this year."

Mr. Cooper further states that his

company will carry the largest stock of automobile tires and tubes during the 1916 season that has ever been carried heretofore in Ogden or Salt Lake City and they will be Quakers. Sub-agencies throughout this inter-mountain country are being established and the public will soon be able to get Quaker Tires in every town of any prominence.

The Geo. A. Lowe company will make their own adjustments and the reputation of this company for almost fifty years insures a square deal to everybody not only in Quaker Tires but anything in the hardware line.

MANY CHANGES IN AUTO INDUSTRY

New York, Jan. 29.—"It is intensely interesting to compare the questions of motor enthusiasts who are attending the Show this season with the questions asked by visitors of former years," remarked John N. Willys, President of the Willys-Overland Company, of Toledo, Ohio, after overhearing the remarks of several visitors to salesmen in the Overland booth at the Grand Central Palace.

"As I stood there listening a moment ago, I could not help thinking of the tremendous changes which have taken place in automobile industry in a comparatively short time, changes beneficial to both the general public and the motor car manufacturers."

"It has only been within the last year or so that the purchase of an automobile has been considered from the standpoint of a business investment."

"Big heavy cars costing up in the thousands of dollars were all that would formerly interest people, even of moderate means, and as for those who could afford a high-priced car, they would no more think of driving anything else than walking."

"A striking evidence of the trend of the times is shown in two sales reported by Overland Dealers within the last few weeks. In both cases four cylinder Overlands were purchased by men to whom price was a matter of little moment. One is a prominent United States Senator, the other, President of one of the best known Western railroads."

"But the manufacturer doing business on a large production scale has been the revolutionary influence in the automobile industry. He is the individual who has demonstrated that a motor car of pleasing appearance, possessing good riding qualities and which will give good service can be sold for a very moderate price when manufactured in large quantities."

"To my way of thinking, the feature which is really responsible for the success of the medium priced automobile is its low upkeep expense."

"The best way to attract a man's attention is to hit him in his pocket-book. Whether you reduce or increase the amount of money in it merely determines the kind of an expression on his face. The medium priced car puts money into the owner's pocket because of its low upkeep cost and this more than anything else, changed public opinion from its old habit of judging automobiles solely by the amount of the price tags."

"It was evident to the most casual observer that those people who were looking at Overland cars could afford any kind of an automobile then fancied," continued Mr. Willys, "but the questions they asked indicated what is uppermost in the minds of people who are buying cars this year."

"Economy in weight, fuel consumption, and up-keep expense—these are the important questions people want answered in detail. They have learned that the initial cost of an automobile, while an important consideration, is not the determining factor in choosing a car. The expense of keeping the car in operation is the thing which every automobile buyer knows will determine the sanity of his investment from a business standpoint."

"In other words, the public realizes more than ever before that a light weight, medium priced car, produced on a large production scale and backed by a reputable concern, is the most sensible automobile investment that can be made."

When you ask a man if he drinks, first tell him whether you are inquiring or inviting.—Macon News.

Read the Classified Ads.
Read the Classified Ads.

HUDSON SUPER-SIX AT AUTO SHOW

With the announcement by L. L. Hains, manager of the Ogden Motor Car company, that the first showing in Ogden of the remarkable Hudson Super-Six will be made at the Ogden Automobile show, opening next Wednesday evening on the ground floor of the Dea-Eccles building, comes news of one of the most interesting events of the local season in automobile circles.

The Super-Six is the new Hudson that has created such a sensation throughout the country wherever it has been shown.

It is doubtful if any car introduced on the American market in recent years has created so great a stir as the Super-Six.

The phenomenal performance of the car, its appearance and its riding qualities have combined to create a most unusual situation for the Hudson.

The new car has new body lines,

the radiator is higher, the body is lower. The windshield is set at an angle. The vertical windshield centers the draft and the dust on the back of the driver's head. The Hudson slanted windshield carries it over the car, and offers less resistance.

The seven-passenger phaeton has a still more roomy body. The two extra tonneau seats disappear when not wanted. The body is built with a double cowl.

The supply of oil is regulated automatically by the speed. As the speed of the motor increases, the flow of oil also increases to meet it. When the motor decreases, the supply of oil is automatically restricted in proportion. The cylinders are fitted with a removable head. A new ignition system is employed. An automatic governor controls the spark advance. The water pump connects directly with the cylinders without any intervening pipe, thus the water line can never leak not develop defective joints.

The gasoline is carried in a twenty-gallon tank in the rear and is supplied to the motor through a vacuum system designed especially for the Hudson Super-Six. This is further supplemented by an auxiliary hand

vacuum pump, which makes the system positive in any emergency. Manager Hains of the Ogden Motor Car company has secured one of the largest and best booths for the coming Ogden Automobile show, and the Hudson will be displayed for the first time in this section.

ANOTHER TRIUMPH FOR HENRY FORD.
Produces Finished Gray and Malleable Iron Direct from the Blast Furnace.

The Ford Motor Company has succeeded in producing finished gray and malleable iron directly from the ore with the initial heat of the blast furnace.

This announcement is of tremendous import to the layman—who is the great consumer—and is of startling interest to every metallurgist and practically every engineer in the world. It means the accomplishment of that which had hitherto been regarded as impossible.

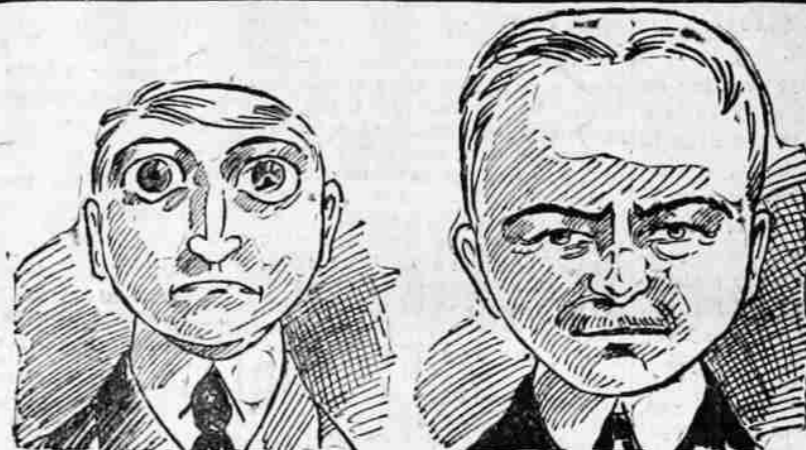
The process is the materialization of something so intangible as to not even be a dream; the turning into practicality of that which established practice has not even considered.

The protection of the process marks a metallurgical epoch. Not only have fine gray and mal-

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The Difference Between Buying With Your Eyes and Buying With Your Brains

Two Types of Automobile Buyers—You'll Meet Them at the Auto Show.



Did you ever see a "hick" buying a bunch of roses for his "lady friend"?

All he knows is that roses are flowers and flowers are beautiful. So, when the flower man flashes a bunch of big, full blown "beauties," with voluble praises, he gobbles the bait, hook and all. And his "lady friend" dumps a bunch of rose petals in the garbage next day. HE BOUGHT WITH HIS EYES.

The "wise boy" passes up the full blown posies. They're beautiful—sure—but his brain tells him that they won't give service. So he picks a bunch of nice, tight buds and HIS "lady friend" gets ROSE SERVICE for a week. THAT'S BUYING WITH BRAINS.

Don't buy a car like the "hick" buys roses—only with your eyes. It's "service" that YOU want to look for when you go to the Automobile Show. Not only "how nice does it look," but also "what service will it give."

GET BEAUTY—BUT GET IT ALL THE WAY THROUGH THE CAR. Let your eyes SEE, but make your brains ANALYZE. Dig into the thing and you won't have a sour "car stomach" when you've had your car a month.

That's the way to buy a car. THAT'S THE BASIS ON WHICH THE MITCHELL IS SOLD.

When you visit the Show you'll look 'em all over. You'll go with strong impressions of the features you want in YOUR car. And if those features mean "SERVICE," you'll find them in the Mitchell—"THE SIX of '16."

But you can't buy "THE SIX of '16" like the "hick" buys roses, because WE take care of the "service" end. We know it's there in every part, starting with beauty that will win you, and continuing right through the car. WE WELCOME THE MAN WHO BUYS WITH HIS "BRAINS" AND WE SAFEGUARD THE MAN WHO BUYS WITH HIS EYES.

The fact that it has "talking points" galore doesn't interest you much. BUT YOU ARE INTERESTED in how these EXCLUSIVE features assure wonderful power—parlor car comfort—great durability—low "up-keep" cost—simplified construction—ease in handling—"safety" weight.

See the matchless Mitchell—"THE SIX of '16"—"get the personal touch"—and you'll buy it.

Copyright Mitchell-Lewis Motor Co.

Every Car Sells Another

\$1250

E.O. BYRACINE



"THE SIX OF '16"

WEBER AUTO CO.

DISTRIBUTORS SEE THE MITCHELL AT THE SHOW.

2564 Washington Ave.

Telephone 813.

Ford Car on Monthly PAYMENTS

Announcement

During the days of The First Annual Automobile Show, Feb. 2, 3, 4, 5 only, the Binford Motor Co. will sell to responsible parties, on condition of immediate delivery, 30 Ford cars on terms of \$200.00 down, balance on monthly payments.

Now is the time to buy the car operated by one million satisfied owners.

THE BINFORD MOTOR CO.

2612-14 Washington Avenue.

Service Station, Garage, Repairs, never closed.